



TELESTREAM

NAB Booth SL5405
NEWS RELEASE
For immediate release

Telestream Brings Speed and Innovation to NAB2008

New workflow automation product for cable market, faster-than-real-time HD encoding on a single server, greater support for digital film/telecine workflows, network video capture and content repurposing solutions highlight company offerings

Nevada City, Calif., April 10, 2008 –Telestream is featuring a new product for the cable industry, greater support for post-production workflows, lightning-fast HD workflows and new features for its compression and workflow automation products in Booth SL5405 at NAB2008. Throughout the digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products streamline workflows, making it possible to get video content to any audience regardless of how it is created, distributed or viewed. From components to fully-automated workflow systems, Telestream's digital media solutions enable users in a broad range of business environments to leverage the value of their video content.

Introducing FlipFactory AdManager for Cable

Telestream expands its flagship FlipFactory® workflow automation family to include a new product for the cable market. With the increase in national, regional and local commercials, VOD content, infomercials and other media being delivered digitally to cable ad operations centers, the need to automate the process continues to grow. FlipFactory AdManager for Cable streamlines the way cable facilities move and manage the growing volume of commercials and other media being received from digital delivery services, edit suites, FTP sites and more. It provides a single collection point for the aggregation and tracking of all types of incoming media from a variety of sources.

The entire process is automated: media receipt, notification, tracking, previewing, reformatting and delivery to destination systems. AdManager automatically monitors edge servers and folders for the arrival of new content and transfers media files to systems within the facility, including HQ, MVL, edit systems, or other servers and archives. Digital workflow automation reduces the need for manual intervention, eliminates the risk of errors and preserves media quality throughout the entire process.

Faster-than-real-time HD on a single server

Telestream's FlipFactory products are featuring lightning-fast transcoding speeds and rock-solid reliability at NAB. Improved multi-thread processing in FlipFactory now enables faster-than-real-time HD workflows on a single server, helping to alleviate workflow bottlenecks that exist in many broadcast and other HD environments. FlipFactory HD continues to expand with new support for Avid DNxHD, plus comprehensive support for all broadcast HD workflows, including VANC metadata associated with HD files. From edge servers to playout servers, FlipFactory automates ingest, transcoding and exchange of all SD and HD media, including news, syndication content, commercials and metadata – faster than any other product on the market.

Episode integrates with Apple's Final Cut Server media asset management solution

Telestream's Episode® encoding software is a great choice for expanding format support beyond QuickTime to virtually any format in Final Cut Server workflows. Episode desktop software expands encoding format choices through its integration with Apple's Compressor. Episode Engine server software integrates with Final Cut Server to automate full format encoding and decoding. Scalable from a single server to enterprise-level encoding clusters, Episode Engine provides ultimate encoding speeds for increasing high-volume needs.

Innovative video capture from tape or live sources

Telestream's Pipeline™ network-based video capture and playout system expands to include more models, format support and integration into file-based workflows, including FlipFactory, Episode and Final

Cut Pro. Schedule record from live feeds or log and capture video from tape. Pipeline enables users to edit or transcode media files while they are being ingested, providing significant time savings for importing media. Pipeline adds encoding support for ProRes 422 SD (SQ), with support for HD coming later this year. This enables Final Cut users to gain immediate access to this editing format. Now available in single and multi-channel models, Pipeline sits on the network where anyone can access it, offering freedom from the limitations of video capture-card solutions.

Digital Film and Telecine workflows – Content repurposing

Telestream continues to add new features and support for post-production workflows and fast, high-quality content repurposing for any industry segment. Offering support for all the major Web, mobile and other new media formats, Telestream's scalable Episode desktop and server encoding software for the Mac and FlipFactory New Media server software for Windows streamline receipt, conversion and delivery of multiformat media for the growing number of viewing platforms. Targeting digital film and telecine workflows, Episode Engine server software adds support for Apple ProRes, RED camera, Cineon and DPX formats, preserving ultra-high quality 10 bit 4:4:4 processing throughout the workflow. With prices for desktop applications starting at \$395 and server applications starting at \$3,450, Telestream saves users time, effort and money – while helping to monetize their media assets.

Partners at NAB

Leading asset management and systems-integration company, Bearing Point presents its file-based digital workflow solutions in Telestream's NAB booth. This includes the end-to-end centralized media asset management solution that Bearing Point and Telestream recently deployed for a major mass media company.

Another new partnership being announced and demonstrated in Telestream's NAB booth is divergent media's Scopebox Monitoring and Quality Assurance software tools with Telestream's Pipeline video capture solution. In addition, Building4Media will showcase Pipeline Quad integrated into Building4Media's broadcast workflow solutions using the Apple platform.

NAB BEC and PBS Session Speakers

Telestream shares its industry expertise at the April 13 NAB Broadcast and Engineering Conference (BEC) session, DTV Broadcasting for Mobile and Handheld, as Telestream's featured speaker, John Pallett, kicks off the session at 9:30 AM, presenting "Managing the Unmanageable: Transforming Media for Multichannel, Multiplatform Delivery."

Telestream customers John Duffy, V.P. Technology & Operations at WCNY and Frank Graybill, Chief Engineer at WNET present "Peer-ing into the Future" at the PBS Technology Conference April 10 at 2:00 PM. The presentation includes a discussion of how Telestream enabled file-based workflows for these stations and seven other northern New York PBS stations.

Delivering innovation through simplicity

Telestream's entire portfolio of innovative digital media workflow products – including FlipFactory, Episode, Pipeline, Flip4Mac, MAPreview, and Launch products are being demonstrated in NAB booth SL5405. For more information, visit www.telestream.net and www.flip4mac.com.

####

Trademarked company and product names are the property of their respective companies.

About Telestream (www.telestream.net)

Telestream products make it possible to get video content to any audience regardless of how it is created, distributed or viewed. Throughout the entire digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products range from components to fully-automated workflow systems. Telestream enables users in a broad range of business environments to leverage the value of their video content. Telestream and its team of video experts are located in Nevada City, California, USA and in Stockholm, Sweden. The company is privately held.

Press contact for Telestream:

Janet Swift
tel: 1 530 470 1328
janet_swift@telestream.net